

REMARKS

Please reconsider the application in view of the above amendments and the following remarks. Applicant thanks the Examiner for courtesies extended during the Examiner Interview conducted on July 27, 2006.

Disposition of Claims

Claims 1, 2, and 4 are currently pending in this application. Claims 1 and 4 are independent. Claim 2 depends from claim 1.

Claim Amendments

The independent claims have been amended to recite that each arrangement of cells is displayed on a page, and the portal contains a plurality of pages including such arrangements of cells. Further, the independent claims now recite “wherein each page of the plurality of pages is dynamically reorganized based on a content of the arrangement of cells on each page,” and “wherein a third cell of the arrangement of cells is generated for a specific period of time corresponding to a length of at least one of the plurality of programs being displayed on another cell of the arrangement of cells.”

Support for these amendments may be found, for example, in paragraphs [0069]-[0071] of the Specification. No new subject matter is added by way of these amendments.

Rejection(s) under 35 U.S.C. § 103

Claims 1, 2, and 4 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,239,794 (“Yuen”) and U.S. Publication No. 2002/0005866 (“Gorham”). To the

extent that this rejection may still apply to the amended claims, this rejection is respectfully traversed.

As explained during the Examiner Interview of July 27, 2006, the invention is directed toward a portal for viewing multiple cells of audio and/or video programs that can be selected by a user. The portal contains one or more pages that include an arrangement of cells that display the audio and/or video programs for selection. Specifically, each page that displays an arrangement of cells may be organized by a theme, a particular time frame, or some other organizing characteristic. For example, a particular page may be associated with a sports theme, in which case the page would contain an arrangement of cells that displays sports programs (*see Specification, paragraph [0069] and [0070]*). In addition, particular cells in the arrangement of cells may be displayed for a certain period of time that corresponds to the content of another cell in the arrangement of cells. For example, if a particular cell is displaying an interview of an author of a book, another cell in the same arrangement of cells may display an infomercial that is selling the book for a user to buy. The cell displaying the infomercial may only display the infomercial as long as the interview of the author on the first cell is being displayed. Thus, the second cell's content (*i.e.*, the infomercial) is displayed for a certain period of time corresponding to the length of the interview of the author of the book (*see Specification, paragraph [0071]*).

Accordingly, the independent claims of the present invention have been amended to recite "wherein each page of the plurality of pages is dynamically reorganized based on a content of the arrangement of cells on each page," and "wherein a third cell of the arrangement of cells is generated for a specific period of time corresponding to a length of at least one of the plurality of programs being displayed on another cell of the arrangement of cells."

Turning to the rejection of the claims, as discussed with the Examiner during the Examiner Interview conducted on July 27, 2006, Applicant asserts that the combination of Yuen and Gorham fails to teach or suggest the limitations of the amended independent claims. In particular, Yuen relates to using picture-in-picture (PIP) functionality, where a PIP screen is used to browse program listings and subsequently pick a program which can then be displayed on the larger main screen running in the background (*See* Yuen, col. 2, ll. 28-31). However, Yuen fails to disclose or suggest allowing one of the two PIP screens (*i.e.*, either the main screen or the smaller PIP screen) to be dynamically reorganized based on the content of the screens. In fact, because there are only two screens shown disclosed in Yuen, it does not make sense to dynamically reorganize the two screens based on the content of one or both screens. As discussed with the Examiner during the Examiner Interview of July 27, 2006, dynamically reorganizing the cells of a page in the present invention is useful because as time progresses, the content being shown on several cells/channels may change and no longer correspond to the overall content or theme associated with a particular page. Thus, the cells/channels are dynamically reorganized in the present invention to continue to display audio/video programs that correspond to the theme of the page that contains that particular arrangement of cells.

In addition, Yuen fails to disclose or suggest showing a particular program in one screen for a certain specific period of time that corresponds to the program being shown on the larger background screen. Rather, Yuen only discloses viewing program listings on the smaller PIP screen and subsequently selecting a program to view from the PIP screen, which is then transferred to the larger background screen upon selection (*See* Yuen, col. 2, ll. 4-9). Program listings display a wide variety of programs that are running on all the channels available to the

user. Thus it does not make sense for the program listings to be displayed for a specific period of time corresponding to the program being viewed by the user in the main screen.

Further, Gorham fails to supply that which Yuen lacks. Gorham relates to creating a spatially referenced multimedia relational database. Particularly, Gorham discloses developing the presentation of an image with a plurality of web pages with capabilities of zooming in, URL linkage, and media of various types that present content for one or more parts of the image when selected by a user (*see* Gorham, Abstract). However, because Gorham relates to a single image being presented, a portion of which may contain video content, it does not make sense for Gorham to disclose multiple pages displaying an arrangement of cells, where the arrangement of cells each display a audio/video program for selection by a user. It is also clear from Gorham that Gorham fails to disclose or suggest dynamically reorganizing an arrangement of cells displayed on a particular page. Once the image of Gorham is presented, nothing in the image is “dynamically reorganized” based on the content or a theme associated with the page containing the arrangement of cells. In addition, it follows that Gorham fails to disclose or suggest displaying a program in one cell for a certain period of time that corresponds to the program being displayed on another cell in the same arrangement of cells.

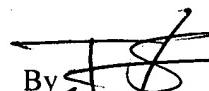
In view of the above, it is clear that amended independent claims 1 and 4 are patentable over Yuen and Gorham, whether considered separately or in combination. Further, dependent claim 2 is patentable for at least the same reasons. Accordingly, withdrawal of this rejection is respectfully requested.

Conclusion

Applicant believes this reply is fully responsive to all outstanding issues and places this application in condition for allowance. If this belief is incorrect, or other issues arise, the Examiner is encouraged to contact the undersigned or his associates at the telephone number listed below. Please apply any charges not covered, or any credits, to Deposit Account 50-0591 (Reference Number 11345/032002).

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Respectfully submitted,

By  #45,079
Jonathan P. Osha 
Registration No.: 33,986
OSHA · LIANG LLP
1221 McKinney St., Suite 2800
Houston, Texas 77010
(713) 228-8600
(713) 228-8778 (Fax)
Attorney for Applicant

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